



Press release

Date 17 November 2022

Contacts **Aysel Suleymanova**
Marketing, Communications and Business Development Leader, PwC
Azerbaijan
Tel: +994124972515
Email: aysel.suleymanova@pwc.com

Pages 1 page

Movlan Pashayev spoke at the first Baku International CEO Summit

Movlan Pashayev, Country Managing Partner of PwC Azerbaijan, was a panelist at the first Baku International CEO Summit. The Summit took place on 15 November at Marriott Boulevard Hotel.

The theme of the panel was New Consumer Landscape: Behavior shifts shaping strategies & Customer experience, shared with Savash Uzan of Azersun Holding, Rana Mammadova of Coca-Cola Bottlers Azerbaijan and Kanan Tabasaransky of Smart Solutions Group.

Movlan spoke about his views on the shifts in the markets and the clients in the region and how PwC is responding to the new realities. He also touched upon the latest innovative approaches and expectations of contemporary leadership.

“After decades of technology disruption, the organizations are now facing new waves of disruption and are rethinking old assumptions about core drivers of demand: price, quality and convenience. Consumer expectations are shifting as inflation, supply chain obstacles, awareness and activism around environmental, social and governance (ESG) issues, and a possible recession affect availability, competition and values” said Movlan.

The summit was the first CEO event that brought together local and International chief executives, aiming to share advanced practices through dialogues, discussions, and exchange of ideas on megatrends, people, consumer behavior, innovations and acceleration of technology.

© 2022 PwC. All rights reserved.

At PwC, our purpose is to build trust in society and solve important problems of our clients. We achieve this by offering client centric solutions in tax, legal, assurance and advisory from strategy through execution. Over 130 professionals from 4 countries working in PwC Azerbaijan share their thinking, values, experience and solutions to develop fresh perspectives and practical advice for our clients. We are a network of firms in 156 countries with more than 284,258 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com/az

